

LISTENING TOUR

ST. GEORGE, UTAH January 11 and 12, 2006



SECTION ONE: PROJECT OVERVIEW

Beginning in the summer of 2005, the Utah Arts Council embarked on an ambitious statewide Listening Tour, the first in its history, visiting communities throughout the state of Utah to meet with the general public, community groups and elected officials.

This comes at a time when there is a new Governor, Jon M. Huntsman, Jr., a new Department of Community and Culture, and a new director of the Utah Arts Council, Margaret Hunt. Out intent is to take a look at the role of the Utah Arts Council in serving its constituents and adding public value.

The Utah Arts Council is developing a long-range strategic plan for the arts in Utah. Research and public input are critical components in developing a relevant and successful plan. The Utah Arts Council Listening Tour was developed to gather information from the general public, engage in public and open dialogue, and define strategies for advancing arts and culture in the State.

METHODOLOGY

On January 11 and 12, 2006, the Utah Arts Council conducted interviews with community leaders and representatives of various arts and community groups in the St. George area.

We included small group interviews, a discussion with community leaders, and a public town hall meeting with the general public.

The Utah Arts Council designed the interview and discussion questions to elicit advice, opinions and ideas about the current state of the arts in the St. George area and the vision of the community for arts and culture in the future.

The results of the interviews and discussions are summarized in the following report.

SECTION TWO: INTERVIEW SUMMARIES AND FINDINGS

ADVOCACY	Problems: Huge population growth in the area.
	Ideas: Artistic endeavors can help define the growth direction. Art should be part of the master plan of downtown St. George. ZAP/RAP tax needs to come together as a county, not just a city.
PUBLIC AWARENESS	Problems: Concerned there is alienation of poetry in our society. Help community understand that sports isn't everything. Need to develop a cultural mindset. Need collaborations between art forms.
	Ideas: More people need to get involved in town meetings and other meetings defining direction in the community.
VALUE OF ART: EMOTIONAL AND	Problems: Need to understand that each art form should be on equal footing to another art form; that one is not preferred over the other.
MONETARY VALUES	Response: Art is important because it expresses different viewpoints. It teaches kids commitment and discipline. Art enriches lives and makes individuals and communities well-rounded. Can be used as therapy because it helps express sentiments, feelings and reflection.
ARTS IN EDUCATION	Problems: Music is cut to almost nothing in schools. Biggest challenge is educating legislators, school principals, parents and general public about arts in education. Need better residency program.
	Ideas: Provide information on brain research; help with advocacy of political, community leaders and community in general. Need to come up with creative ways to include arts as a way of teaching; not just a class. Have teachers trained in using art to teach other subjects. Develop own arts residency program for the area.
VENUES	Problems: Need venues for visual arts. Many visual artists are moving to St. George but don't have anyone to display their work.
	Ideas: Combined venue serving visual and performing arts.
VISUAL ARTS	Problems: Avant Garde and plein aire venues need to open up.
	Ideas:

DEVELOPMENT	Problems: Provide workshops, networking, community calendar, as well as information on development and advertising.
	Ideas: Have a Utah Arts Council staff member stationed in St. George. Help open up access to children, be aware of opportunities "out there" and encourage arts organizations
FUNDING	Problems: Need more sponsors and city funding.

INTERVIEWS

Interviews were conducted with local arts, government, education, literary and civic leaders. The purpose of the interviews was to elicit responses on the role of arts in the community at this time, perception of the role of arts in the future and the Utah Arts Council's part in that vision.

Culture and Tourism

2nd year for "Art Around the Corner" founded by the Dixie Arts Foundation. Sarah Urquhart is chairperson on the board. • Avant Garde art is trying to move into a place where residents love their landscapes and traditional sculpture. • Concerned that there is an alienation of poetry in our society. All types of poetry need to be supported and accepted and become part of our lives. • Cowboy Poetry is very popular and readings are always well attended. People enjoy it because it's familiar and people can understand it. • Culture is part of life in Japan – the essence of beauty is displayed in poetry, art, floral arrangements, food, etc. We need to develop this mindset in Utah. • Despite some great offerings, St. George does not offer the choices that you find in Salt Lake City. • Help the community understand that "sports isn't everything. • Integration of the arts – performing arts, visual, poetry, dance, etc. • Last summer she and two of her cousins organized the First Boulder Heritage Festival. Is very appreciative for all the support and help the Utah Arts Council provided. • Need more collaboration effort between other art forms – need to enfold each other. • Recently wrote an article for the St. George Spectrum regarding music. She received a lot of response from the community. People do appreciate the written word. • St. George is number 10 in the 100 best art cities in America. • St. George is trying to grow up but still has the rural atmosphere. • The perception of what art is can create mountains. People within the arts community need to recognize that poets, musicians, and visual artists are all equal and of equal importance. • The walking tour to see the sculpture was pleasant and gave us an idea of what they are doing. • There's a need to work together, be inclusive, support and encourage each other. • Arts have always been an important part of the community, Stressed the importance of providing existing programs with financial support. • Feels it is important to fund our infrastructure and display art from Utah artists.

Venues and Facilities

A new library is being built opposite the Tabernacle and there will be four anchor buildings in the Historical area. • Glad for the theatres, Tuachan and the one in the basement of the restored Woodward School. • "Old Art Center" (86 S Main) is asking for a place for eight working studios, two galleries, space for workshops, class rooms. Using the Torpedo Factory Art Center in Alexandria, Virginia as a guide. • There is a need for a performing arts venue. The existing theatre has capacity for 600 people. • Visual Arts Association is seeking a space in the Old Dixie Academy (86 S Main) in St. George. •

Programs and Services

Appreciate the Utah Arts Council concern and support, it makes them feel valued. • Appreciates what the Utah Arts Council does and asks that the money keep coming! Couldn't do what they do without our financial support. • Can the Utah Arts Council encourage opportunities for children and free performances? • Create a list of artists in town to draw from for local artist participation in education. • Diamond Talent is a profit making performing arts organization making a significant impact in St. George. • Encourage Utah Arts Council grantees to offer free admission for children. • Family discounts to get more people involved. • For-profit arts groups need to be brought into the Utah Arts Council's planning sessions. Some for-profit groups have programs that go into the schools and their experience and expertise should be part of the planning for Arts Education. • Get Ballet West and more variety of art to the St. George area. • It would be helpful to get funding for books during Dino Days. It would also be helpful to have funding for a written history. • Keep the grants going and support the grants. • Need help to find resources for visual arts, painting drama. • Newspapers give outdoor sculpture show good coverage. • Please provide information on brain research. • Support in connecting art to math etc., ideas on how to do this should come from the Utah Arts Council. • The organization providing programming in the restored basement theatre is also a profitmaking organization that could be brought into the conversation. • The Utah Arts Council can communicate and encourage arts organizations to open up access to children and families. • The Utah Arts Council can help with judging, meetings, workshops, and prize money. • The Utah Arts Council can prepare us on how to apply and awareness of what is out there; ideas of what schools can do, best practices list. • We are bringing art into the classroom with violin in 4th grade, practice times during school hours, children's choir, and percussion taught in pre-school. • We want kids to become musical. • We want to expand drama and pottery to provide more of a full experience in the arts. • We want to form a drum circle with at-risk kids. • Would like having opportunities to network face-to-face with others who are doing similar projects. • Would like the Utah Arts Council to assist with funding to help with hard costs like hiring a professional sound technician for their next Boulder Heritage Festival. • Would like to receive suggestions and maybe training in how to approach businesses to help support arts events. • Would like to see a searchable statewide calendar where information can be accessed. • Provide networking opportunities and advertising for events. • Combining mailing lists would even be helpful. • Credits the Utah Arts Council for much of his success. They nurtured and assisted him through the writing process. • Dixie College will do what it can to help step up some collaboration. There may be some opportunity with students in communications, marketing or visual technology that could help. • We need to do more with what we have. We need to draw on our local resources to help out with education needs. • With growth comes problems or challenges of managing that growth. • How can the arts organizations come together and share resources? • Provide workshops, help with advertising in Ovations.

Value of the Arts

Art is important because it expresses different views. • Arts teach kids commitment and discipline. • Concern that there is a gap of interest in poetry after high school and before

retirement – there's a disconnect and we need to find ways to bridge that gap. • Documentary relates a story of a 98 year-old man who reads poetry everyday to keep his mind sharp and alert. He has read poetry all his life and he attributes that to keeping his mind active. • Had no interest in poetry or writing until after he retired. His career was focused on sciences – language of the head, not the heart. • I am an advocate for the arts. Different writers' works makes students aware of other languages.
 She teaches the humanities as a whole and includes the written word. • My wife is a musician and my daughter dances. • Native American people have wonderful arts. • Need to respect all types of poetry. • Poetry is not considered or recognized as "important" as other art disciplines. As a result, poetry readings have been moved from the art museum. It should be held in the museum. • The arts enriches their lives and makes children well-rounded. • Through the written word, you can express sentiments, feelings, and reflection. • Want people to enjoy and learn from poets and writers. More difficult to express thoughts as she gets older, but being active in community meetings keep her alert. • We are heavily engaged and enjoy and promote arts in the community. • We need to further the language arts as citizens and inspire skills in writing. • Writing is her own personal passion. • Writing poetry can serve as therapy. • You can't reflect matters of the soul without the use of poetry. • His wife has been a member of the St. George Symphony their entire married life and has taught violin. He grew up a cowboy and wasn't familiar with arts until he attended Dixie College. A whole new world was opened to him. • I'm a construction worker. I try to be artistic in all that I do. • I try to do something in artistic areas in my daily life on a regular basis. • I illustrate, sing, publish poetry, act, compose songs, make video documentaries, write, do photography, make ceramics from my own mined clay, tell stories, write essays. • Art can fill your life without government help. • Art can cure life's ills.

Political/Advocacy

Hoping to get the city council to let them put more contemporary sculpture in the planning of the plaza. • Visual arts need to rally to get a force together to get the space that they want. • Growth in Washington County is phenomenal with a population of 130,000 now and projected over 200,000 within the next ten years. • All government entities desire to grow equating growth with success. • don't think government should fun my poor artist brother as much as he thinks they should.

Youth

Arts are a universal language, especially for at-risk children. • Involve children in creative activity. If we can involve children in the creative process, that will be a great accomplishment. • Kids can't do everything but they excel in the arts. • Sometimes the only positive experience for kids is in the arts.

Funding

For-profits arts groups could establish scholarships. • Art Around the Corner – wonderful program, but not enough money to bus students for a tour. • Find ways to pay for tickets and buses so that students can attend matinees at the Opera Theatre. • Helpful to coordinate field trips and/or combine a few events to save money. • Study conducted by

Salt Lake County indicated that 35 percent of Utah's artists have had to move to another state in order to sustain their livelihood.

Arts Education

90% of people who are creative geniuses play a musical instrument. • Academics go up because the arts create neuro-pathways in the brain. • Admires teachers like Sandra Turnbull, an elementary teacher at Panorama Elementary, for her ability to teach math through the arts. I would like to see all teachers learn to include the arts in their teaching of all subjects. • Art helps kids learn rhythm and can be tied into math. • Art impacts children's academics. • Artist in residence program locally - artists need teaching ability to provide this service. • Artist in residency important, we try to fit it in any way we can. • Arts should be required in every elementary. • As a believer in public education, this person has real concerns for maintaining the funding for public education so that the democratic process of education for "ALL" children is maintained. Is highly concerned about the up and coming "tuition tax credit" fights and how they impact funding for public schools. • Biggest challenge is educating legislators, parents, and general public about the important issues in education. • Political battles during legislative session are a constant challenge and daily lobbying is essential to keep legislators aware of educational needs. • Build arts into the base curriculum. • Come up with creative ways to integrate the arts into education. • Concert etiquette needs to be taught. • Consistency with all schools having an arts community. • Early introduction to arts helps kids appreciate all the arts later on in life. • Elementary age is a key window of opportunity for arts to create better overall learning ability. • Grew up in musical home where it was mandatory to play piano. The timing/counts enabled this person to learn in other areas. • Has a strong interest in the arts due to an excellent art teacher in the 7th grade. The teacher recognized her abilities to design and create painting and drawing and encouraged her by telling her that she could achieve her goals in the arts. • I would like to see all schools have a music program similar to several in the area. • Introduce arts in different ways in schools. • Remembers reading and memorizing poetry while in elementary school. He can still recall some of those poems. This opportunity has been lost in many schools and it needs to be brought back. Poetry serves as the aesthetic part of language, the beauty of language. • Schools are so controlled now, that's the hard part. It's difficult to change curriculum to include the arts. • The biggest challenge is that some schools don't have an arts program. • There is a relationship between arts and achievement. It stimulates the brain and sets up a framework for early brain development. • Utah Art Council, Arts Education program collaboration with the State Office of Education and their workshops provide a wonderful opportunity for teachers to learn the process of including arts in their curriculum. The workshops she attended made a difference to her and she is a strong advocate for arts education for all students. • Wants to see teachers be trained with an arts background, particularly at the elementary level. • You have to have a person with passion pushing the arts. The key is the principal. • Develop our own artist in residency Program. • There is a critical need for performing arts teachers at the college level. If we don't nurture our students, they'll lose that love of the arts. • They have the fastest growing school district in the state and have only a few art teachers. • Has never had Pops program there. • It would be good if the

Utah Arts Council had some influence relative to curriculum in the schools. • It would be great to have a district-wide arts calendar.

Visual Arts

Many visual artists moving into St. George. • Outdoor sculpture show features 100 outdoor sculptures around the historic district. The artists are invited – not a juried show. More contemporary artwork will be included this year. • Sees St. George visual arts in the same place that Park City was 20 years ago. • St George has a lot of culture. • The outdoor sculpture show has generated pride in the community. • Visual arts and fine arts are critical but are broadly defined. • Would like to see a "plein air paint out" where people can watch artists paint and then bid on the finished painting at the end of the week. •

SECTION THREE: TOWNHALL SUMMARIES AND FINDINGS



A town hall meeting was held for the St. George area the evening of January 12, 2006 to get input from community members as to the role of arts now and in the future. Over 70 people attended.

The discussion at the Town Hall meeting brought out ideas similar to those expressed in the interviews of the previous day. Funding, arts for children in rural and low income areas, venues, artistic development and support, the place and role of arts in the community, and public awareness and participation all were clearly and passionately discussed.

The following are the community's comments:

Culture and Tourism

- High schools have access to Global Lens (three films). Would like Southern Utah to have films for adults as well. These films will be available to five high schools.
- Want St. George to become an art buyers' destination.
- We need to instill appreciation in the arts.
- We live in an inspirational natural environment that attracts artists.

Arts Education

- Difficult to effectively offer talents and services to local schools and organizations.
- Has a school full of children that need to be inspired.
- If we don't address the needs of elementary age children when they want it most, their desire will die.
- Is there a way to help schools purchase fine instruments? Are there ways to support programs in schools?
- Many in this community don't participate in arts at elementary level.
- Need more parent involvement.



- Need artist in residence Program in St. George.
- Need to concentrate on the children and involve parents with arts programming in the schools.
- Problem with residency artists is that they come in and leave. Surrounding states have specialists. We need specialists. Children express through the arts.

Political / Advocacy

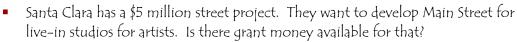
- Arts must be in the public schools. Facing challenges of class size, arts education needs to be done at the legislative level.
- City is starting a master program for development in downtown. Arts should be involved in the infrastructure – artists are invited to attend meetings and get involved and make their voices heard.
- More people should attend City Council meetings. Need to band together and collaborate better.
- Need a county arts commission.
- Need to come together as a county; not just individual cities.
- Revisit line items (Big 4) make more available for other organizations from one pool of money.
- ZAP/RAP needs to come together as a County, not just St. George.

Funding

- Art Around the Corner sculptors from the region have had four sales so far.
 Need more sponsors and possible city funding. Want sculptures to stay in the downtown area.
- No funding for elementary art at state level. Because of volunteers, every student has two art experiences. We have a lot of art organizations and limited dollars.

Venues & Faciltiies

- Challenges with performing arts venues.
- Hard to find a venue as a musician.
- In St. George, visual artists are not as vocal. This center would also offer classes for kids and adults.
- Over 100 retirees in Washington City are involved in photography and they need space. Sometimes they'll have 55 people in a room that should hold only 30 people!
- Represents 300 visual artists and wants to acquire a visual arts building with a
 gallery, museum, studios, and an alliance with the city for convention use. Is
 working with city officials.



Struggle for performing spaces and don't always help each other. The St. George
 Arts Council helps coordinate us and makes us a team.
 Watercolor society has about 75 members. They provide scholarships for two

high school students. As a businessman, the arts are a draw. We need a central facility for all the arts.

Would like to have a St. George performing arts center.

rograms & Services

Can the Utah Arts Council facilitate a movement to get things done and to motivate progress?

- Does the Utah Arts Council have a dedicated month for community arts?
- Find a representative from each region and get together monthly to share ideas and coordinate.
- Find the organization or person to take the initiative to pull all the artists together. How can we find the funding in St. George to make this happen?
- Have a directory to network and coordinate.
- Have a Utah Arts Council staff member live in St. George.
- Many answers to questions are already here; they just need to be communicated.
- Need assistance with writing grants.
- Need continuity and stability.
- Need to take advantage of the artists in St. George rather than bring them in from Salt Lake City.
- The Utah Arts Council can post directories on website.
- Want to know more about Change Leader Program.
- We need workshops, i.e., grants, "ins" of arts festival, copyright issues for artists. Also need a mentoring list, and an arts magazine. Place all Ovations, brochures online. (Plein Air Associates & Print Matter Associates?)

Value of the Arts

- Celebrating the State of Creativity speaks for all of us.
- I write poetry, but was "Kidnapped" by dinosaur museum (Dino Days at Dixie), community wide, libraries, music, and readings.
- We're all about creativity.

Youth

 Violin makers speak in prisons and detention facilities. Let kids hear their choices, but also explore what they need. Relate to audiences. Even the "hard core" teenager appreciates the art form.

APPENDIX A Participants and Interviewees

UTAH ARTS COUNCIL PARTICIPANTS

Anne Cullimore Decker, Utah Arts Council Board Chair Lyman Hafen, Utah Arts Council Board Member Margaret Hunt, Director Lynette Hiskey, Assistant Director Guy Lebeda, Literary Program Jean Irwin, Arts Education Program Jim Glenn, Public Art Program Laura Durham, Visual Arts Program Lila Abersold, Visual Arts Program Liza Julien, Public Art Program

COMMUNITY PARTICIPANTS AND INTERVIEWS

Alan Gardner, Washington County Commission

Brad Last, Representative

David Clark, Representative

Doug Alder, Former Board member, Dixie College President, Legislator

Judy Gubler, City Manager, Ivins

Stephen Urquhart, Representative

Alice Griffiths, Zion View Council PTA President

Becky Cox, Region 20 2nd Council PTA President

Bene Arnold

Betsy F. Vaught

Betty Barnum

Bob Bailey

Bobbi Feldman

Brenda Brown

C. W. Young

Carmen Snow, President, Utah PTA

Cheryl Cox, writer

Cheryl Koeven

Cindy Trueblood

Dale Porter

Darci Hansen

Deborah Reech

Donnette Atriyah

Echin M. Sampson

Fae-Donna Cooley

Ferron Holt

Floyd Rigby

Gail Bunker, St. George City Council

Gary Christian, President, Redrock Writers Guild

Gary Sanders, Director, St. George Museum

Gordon Paxma

Jan Felt, St. George Musical Theatre, Executive Director

Jay Beacham

Jay Ence, Washington County Commission

JJ Abernathy, English Teacher, Snow Canyon High School, Arts Review Writer, "Spectrum"

Joe Webb

John Lucchetti

Joseph and Christina Webb

Judy Bugler

Karen Chatterton

Kathlee Nielson

Kathy Cieslewicz

Kevin Lee Luthier

Kevin Smith

Kim Waggoner

L'Deane Trueblood, sculptress and painter

LaRee Jones, Region 20 PTA Reflections Coordinator

Larry McKoan

Laura Carver

Laura Hesson, Region 20 PTA Secretary

LaVerna Johnson, St. George Dinosaur Discovery Site at Johnson Farm

Lea Monson, Officer, Dixie Chapter, Utah State Poetry Society

Lee Caldwell, President, Dixie College

Lila Moss

Lucia Christensen

Maky Williams

Matt Clark

Max Rose, Superintendent of Schools, Washington County

Melanie Olsen, Principal, West Elementary

Paul Guntman

Polly and Bob Patterson

Evan Johnson, Principal, Enterprise Elementary School

Randy Hunt

Robert Marshall

Roberta Batka

Rod and Dale Brown

Rodney Dueck, Director, Redrock Writers Guild Spring Writers Seminar

Roland Lee

Roxanna Boggess

Sandra Sandberg

Sara Urquhart,
Shawn Guzman, City Attorney, St. George
Sheila Bailey
Stacey Batchelor, Red Rock Council PTA President, Region 20
Stan Pleve
Sydney Marshall
Tim Bywater
Tim Draper
Toni Blake, Region 20 PTA President
Wallace Brazwally

APPENDIX B



NONPROFIT GRANTS

WASHINGTON COUNTY

lvins

ivins		
	Tuacahn Center for the Arts	2,700
Springe	lale	
	Dixie State College/Tanner Amphitheater Summer Series	1,900
	Zion Canyon Arts and Humanities Council	2,700
St. Geo	orge	
	Dixie State College/Celebrity Concert Series	4,000
	Dixie Art Alliance/Dixie State College	1,710
	Southern Utah Heritage Choir	2,500
	Southwest Symphony Orchestra.	2,200
	St. George Art Museum	12,500
	St. George Community Arts Division	2,000
	St. George Musical Theater	1,500
Virgin		
5	Virgin Town	166

ART EDUCATION PROGRAM

GRANTS

WASHINGTON COUNTY

St. George

Bloomington Hills Elementary

TEACHER PROFESSIONAL DEVELOPMENT

WASHINGTON COUNTY

St. George

Utah PTA Region 20 Washington School District

MATERIALS

WASHINGTON COUNTY

St. George

Utah PTA Region 20 Washington School District

ARTS LEARNING / ADVOCACY

WASHINGTON COUNTY

COMMUNITY/STATE PARTNERSHIP

TECHNICAL ASSISTANCE

WASHINGTON COUNTY

St. George

Board Retreat / Dixie Art Alliance

CHANGE LEADER PROGRAM

WASHINGTON COUNTY

St. George

Gail Bunker, *Celebrity Concerts* Edna Mae Sampson, *St. George Musical Theatre*

UTAH PERFORMING ARTS PRESENTERS

WASHINGTON COUNTY

Enterprise

Missoula Children's Theatre / Enterprise PTA

Springdale

Brad Richter, Tablado Dance, Bohola / Zions Canyon Arts & Humanities

St. George

Repertory Dance Theatre / Celebrity Concert Series Salzburger Echo / St. George Arts Commission

LITERARY ARTS

ORGANIZATIONS RECEIVING GRANTS/TECHNICAL SERVICE

WASHINGTON COUNTY

St. George

Creative Writing Seminar / Red Rock Writers Guild

PUBLIC ART PROGRAM

SERVICES

WASHINGTON COUNTY

St. George

Dixie College Hazy Business Building

Dixie College Health Sciences

Dixie College Library

Dixie College Presidents Grove

TRAVELING EXHIBIT PROGRAM

WASHINGTON COUNTY

St. George

Bloomington Hills Elementary, Out of Print
Dixie College Art Department, Basics of Abstraction, Everett Reuss Block Prints
Snow Canyon Middle School, High School Artists, Tongan Culture
West Elementary, Utah Watercolor Society

APPENDIX C Interview and Discussion Questions

How do you participate in the arts? What do the arts mean in your every day life?

What are you trying to accomplish in your community?

Why is it important?

What are your biggest challenges?

How can we help you build your community?

General discussion of goals, insights, wants, needs of the community.

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ACKNOWLEDGEMENTS

The Utah Arts Council greatly appreciates the cooperation of the Gary Sanders and the Utah Cultural Alliance in the preparation and participation for the statewide Listening Tour.

We particularly want to thank those individuals in the St. George area who gave generously of their time, advice and talents by agreeing to be part of the planning, interview and town hall meeting process. Their candor was essential to the success of the Listening Tour and the presentation of this report.